



File Submission Deadline

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AetherQuest Solutions Contact Information

*For Submission Deadlines and
Billing Questions*

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File Submission Guidelines

The following guidelines help ensure that we have all items needed to reproduce your ad with the highest possible quality. Low-resolution, color mode, font, and transparency issues are the most common errors found in submitted artwork. Failure to follow these guidelines can result in a poor representation of your ad.

For questions regarding these specifications, refer to your internal marketing department, ad agency, or graphics team, or call AetherQuest Solutions for details.

In This Document

- Exhibitor/Supporter Logo Submission
- Speaker Portrait Submission
- Advertisement File Submission

Exhibitor/Sponsor Logo Submission

As a Package/Ancillary Supporter your logo will be displayed throughout the conference collateral, signage and website.

WHAT TO SEND

- To ensure the best reproduction, regardless of the final media, please submit a vector-based, Adobe Illustrator .EPS file. All fonts should be converted to outlines. The file should be saved in CMYK color mode. If you must send a raster file (Photoshop TIFF or JPG), please make sure the file is 300 dpi and at least 6 inches in length for its longest dimension.

Logos downloaded from a website are unacceptable for reproduction in printed or other collateral materials.

Speaker Portrait Submission

WHAT TO SEND

- Speakers should submit a professional photo for inclusion in the event guide and on the website in a TIFF or JPG file that is 300 dpi and at least 3 inches for its longest dimension.

Photos downloaded from a website or shot with a webcam/cell phone are unacceptable for reproduction.

Advertising Specifications

Full Page Ad, Full Bleed

- Size: 8.5" x 11"
- Bleed: .125"
- Live Area: 7.5" x 10"



Full Page Ad, No Bleed

- Size: 7.5" x 10"

Half Page Ad

- Size: 7.5" x 4.75"

Quarter Page Ad

- Size: 3.5" x 4.75"

Advertisement File Submission

WHAT TO SEND

- **A high resolution PDF and/or native Adobe Suite file** (*See Other Acceptable File Formats below*) **according to the specifications below.** Native application files must include all graphic support files, linked and updated. Printer fonts used in the layout file and additional support files must be included also.

A high resolution PDF file is preferred.

Files submitted that do not follow the stated dimensions WILL NOT be accepted for reproduction.

HOW TO SEND

- Email completed advertising files to ExpoDOE@aetherquest.com. Please .zip your file before sending. To submit your file via email, the final .zip file size may not be larger than 18MB.
- For FTP; Contact the AetherQuest Solutions sales representative for instructions to place your ad on our FTP site.
- For both email and FTP submission, please use the advertiser's name in the ad file and/or folder file name, for example: CompanyXYZ.pdf.

PDF SPECIFICATIONS

- PDFs must meet PDF/X-1a standards. Other PDF formats are unacceptable.
- We recommend using Adobe InDesign and Acrobat to produce PDF files.
- For **Full Page Ads** that require a bleed, set your document to bleed beyond the ad size by 1/8" (.125") on all (4) sides. When converting to a pdf your bleed settings need to be set to "Use document bleed settings".
- For quality-control purposes, advertisers who submit PDF files may be required to supply native files.
- Adobe PDF pre-sets for high resolution output are available for most applications, and can be accessed from these documents. **DO NOT include crop marks.**

OTHER ACCEPTABLE FILE FORMATS

- Adobe InDesign
- Adobe Illustrator (with type converted to outlines)
- Adobe Photoshop (in order of preference)

PDF: We prefer to receive Photoshop PDFs.

PSD or LAYERED TIFF: In order to preserve font-quality, fonts in a PSD or layered TIFF must be supplied for output. If no fonts are supplied in a PSD or layered TIFF, the file will be flattened, compromising the type quality.

TIFF and EPS: The type in flattened Photoshop files is of noticeably lower quality than other file formats. “Font-quality” can only be preserved by submitting a PDF or layered TIFF with fonts (see above). If the file is already flattened, the TIFF should be the desired dimensions and at least 300 dpi; type-heavy ads should be 600 dpi.

- EPS (non-Photoshop)

UNACCEPTABLE FILE FORMATS

- Adobe Pagemaker
- Microsoft Publisher
- Microsoft Word
- Microsoft PowerPoint
- Native Freehand
- Native CorelDRAW

IMAGES

- Images should have an effective resolution of 300 dpi at reproduction size. **72 dpi images, or images downloaded from a website are unacceptable for printing.**
- TIFF, PSD, and EPS format files are preferable to JPG.
- CMYK or grayscale files are acceptable. **RGB, Lab or Index color files are unacceptable. Do not embed an ICC color profile.**
- Use or scale your images as close to the actual reproduction size as possible; a 20% margin plus or minus is optimal. Please avoid sending unnecessarily large high-resolution images.

FONTS

- We prefer that you use PostScript Type 1 fonts or OpenType fonts.
- TrueType fonts may be used, however AetherQuest Solutions reserves the right to substitute PostScript Type 1 fonts if problems arise.
- “Faux” type commands (for bold, italic, bold italic, etc...) should not be used. If italics are desired, then the italic version of the font should be used.
- We may have to substitute Mac fonts in files from Windows computers. If a perfect match cannot be found, we will fax a proof for client approval.

NOTES

- All colors must be CMYK or grayscale. No RGB, Lab or Index color. Tints and color type in four-color ads must be produced in a CMYK equivalent.
- Full page ads that require a bleed need to have bleed settings of 1/8” .125” added to all (4) sides.
- Black and white images and objects should be grayscale, not the black channel of CMYK.